

Hello Elections Team,

Attached is August 2020 Report detailing the performance of Cobb Elections Website ([CobbElections.org](https://CobbElections.org)). Monthly comparisons are indicated in this attachment. The Power Point including notes is available via [G:\ADMIN\WEBSITE\SiteAnalytics\2020\AugustAug20\\_MonthlyWebReport.pptx](G:\ADMIN\WEBSITE\SiteAnalytics\2020\AugustAug20_MonthlyWebReport.pptx). Below is a summary of the report.

### **CobbElections.org Performance Summary**

- **Ranked:** 3<sup>rd</sup> sitewide (20 Cobb County Department websites); increase from July and decrease from June
- **Experienced:**
  - 78,120 visitors directly landing on the website
  - 80,767 total visitors
  - 125,400 unique pageviews
  - 152,500 total pageviews
- **Top 5 sections visited:**
  1. Voting
  2. Candidates
  3. Voter Registration
  4. News
  5. Employment
- **Top 5 pages visited:**
  1. Absentee Voting
  2. Home
  3. Election Day
  4. Advance Voting
  5. Voting
- **Most Visited Day:** Tuesday, Aug 11<sup>th</sup>; Section: Voting; Page: Election Day
- **Online Form Submissions**
  - 1,505 Poll Worker Application
  - 25 Seasonal Worker Application
  - 18 Cobb Employee Poll Worker Signup
  - 355 Poll Worker Training Acknowledgement
- **Bitly Links Performance**

- 20,318 clicks to Cobb Absentee Ballot Request
- 289 clicks to Georgia Absentee Ballot Request Portal
- 7,317 clicks to GA My Voter Page
- 1,323 clicks to Advance Voting Wait Time Map
- 1,400 clicks to August 11<sup>th</sup> Election Results
- 74 clicks to Board Meeting Virtual Meeting Registration
- 145 clicks to Poll Worker Portal Page
- 495 clicks to Poll Training Acknowledgement form

Please continue to use these *internal links*:

- Election Day page <https://bit.ly/CobbElectionDay> providing a list of Sample Ballots
- Advance Voting page <https://bit.ly/CobbAdvanceVote> providing a list of Advance Voting locations
- Absentee Voting page <https://bit.ly/CobbAbsenteeVote> providing a list of Ballot Drop Box locations
- Provisional Ballots page <https://bit.ly/CobbProvisional> allowing voters to check their Provisional Ballot status. June 9<sup>th</sup> election data just added.
- Board of Elections page <https://bit.ly/CobbERBoard> listing the Board's meeting schedule, agenda, minutes, etc.

And feel free to share these links externally with voters

- Election Day Poll Worker application <https://bit.ly/CobbPollWorkerApp>
- Cobb County Employee Poll Worker Sign-Up form <https://bit.ly/EmpPWSignUP>
- Cobb Seasonal Worker application <https://bit.ly/ElectSeasonApp>
- Cobb Elections Poll Worker Portal <https://bit.ly/PollWorkerPortal>

Don't forget to share the Elections website address/URL as [CobbElections.org](https://CobbElections.org).